

CITY COLLEGE NEWS

JANUARY 1997

GEORGE BROWN COLLEGE

VOLUME 14 NO.5



Theo Dimson (left) — one of Canada's top graphic designers — shares his decades of experience in the industry with George Brown students. His daughter Nicole (right) is also a teacher in the Graphic Design program and a 1986 George Brown graduate.

Graphic Design students learn from leading designer

George Brown College is home to a rare combination of talents that have collectively influenced the advertising and design industry for more than 40 years.

Father and daughter Theo and Nicole Dimson share their design know-how in the graphics communications classrooms at the St. James campus.

Renowned graphic artist Theo Dimson offers college students a unique opportunity to learn from a man who helped create design history.

He is a design industry leader, listed in *Canada's Who's Who*, winner of countless design awards and international acclaim. In his 40-year career, he designed Canadian flags, re-styled the Eaton's logo and designed ads for the former fashion retailer Lipton's. He's a member of one of the world's most exclusive graphic alliances — the Alliance Graphique Internationale.

Theo's poster designs for the Toronto Workshop Productions in the 1970s are now considered collectible and he's the only graphic artist to have held a one-man show at the Royal Ontario Museum (1993-94).

According to daughter and

George Brown instructor Nicole, graphic students know who Theo Dimson is. A George Brown graphic design graduate herself, Nicole says even when she was a student, she was often asked if her father was 'the' Theo Dimson.

"A part of me was very proud of that but then you're expected to live up to that quality of design.... I grew up with his posters on my bedroom walls, and I spent Saturdays in his studio when I was a kid with a pad of paper and markers. I was always involved."

Today, she's teaching part-time in the full-time Graphic Design program, where she helps students hone their techniques on Macintosh computers.

It's an aspect of design that barely existed when she graduated from George Brown in 1986, she says.

Nicole also operates her own graphic design business that includes a list of varied clients. Combined with teaching at George Brown, says she has found her niche.

Says Theo proudly, "Nicole is a designer of the '90s and she's good, very good."

Deregulate tuition, boost funding, improve student aid, says panel

An Ontario government panel has recommended sweeping changes for Ontario colleges, including deregulated tuition fees, increased government funding and a new academic credential called the Ontario College Diploma (OCD).

The Panel on the Future of Post-secondary Education also recommended that student loan repayment be based on a graduate's income rather than be a fixed monthly amount.

George Brown made a presentation to the five-member panel at a hearing at the college on Oct. 17.

Ontario Education and Training Minister John Snobelen says the government is reviewing the panel's recommendations.

"A health post-secondary system is essential to Ontario's economic and social well-being. The report makes serious recommendations for change, which we will examine very carefully," he said in a release.

The panel's report contains the following recommendations:

1. We recommend that Ontarians undertake to correct the current serious inadequacies in total financial resources available to postsecondary education. This undertaking is a shared responsibility that includes government, postsecondary institutions, students and their families, and the private sector.

2. We recommend that provincial government support of universities and colleges in Ontario be comparable to the average for other Canadian provinces and be reasonably in line with government support of major public university and college systems in the United States. This goal should be achieved by arresting reductions in government grants now and by building towards this goal over several years in ways that strengthen excellence and accessibility.

3. We recommend that the major features of the corridor system for distributing the government's core operating grants to universities be maintained with minor modifications to enhance flexibility. (Editor's note: Corridor funding allows for limited fluctuations in enrolment without affecting funding.)

4. We recommend that the

method of distributing the government's core operating grants to colleges change to a form of corridor funding, reflective of circumstances faced by colleges, with attention to other issues such as the appropriate relationship of support for part-time and full-time students.

research in both the public and private sectors.

6. i) We recommend that an institution should be free to set tuition fees at whatever level it regards as appropriate, program by program, on condition that if an institution chooses to set fees above the government-specified upper limit defined in (ii), it must distribute 30 per cent of the incremental revenue as financial assistance to its students, based on need.

ii) We recommend that the government set an upper limit on fees used to calculate the amount of government-provided student assistance for which a student would be eligible. There should be a single limit used for all institutions, both publicly and privately funded, participating in the public student assistance program.

iii) We recommend that, with respect to compulsory ancillary fees, those initiated by student governments should continue to be determined by current processes, but all other ancillary fees should be incorporated in the overall tuition fee.

iv) We recommend that, along with greater freedom in setting fees, institutions should be sensitive to the need to protect students from substantial,

"We recommend that an Ontario College Diploma (OCD) be developed as a unique designation."

5. i) We recommend that the Government of Ontario increase the size of the Research Overheads/Infrastructure Envelope from its current level of about \$23 million to about \$100 million annually.

ii) We recommend that Ontario develop a research policy. This development is urgent in view of the growing concerns about Ontario's competitive position on research. The policy should cover both basic and applied research and should encompass

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SO YOU'RE SANTA, EH? Nipadi Quartey, 10, looks a little skeptically at Santa (also known as Hospitality dean Brian Cooper) at the college's children's Christmas Party on Dec. 14. Nipadi is the son of Gifty Quartey of the Registrar's Department at 500 MacPherson.

Ontario panel

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unanticipated increases in tuition fees for programs in which they are currently enrolled.

Institutions are encouraged to set tuition fees on the basis of programs of study - rather than on the basis of courses or terms - wherever this can reasonably be done.

Moreover, institutions should make special efforts to allocate their financial assistance funds in a way that does not preclude a student, with the motivation and ability, from pursuing courses or programs with higher fees.

7. i) We recommend that the government introduce an income-contingent loan repayment plan (ICLRP) that would have a number of helpful features to students, including:

- postponement of interest payments until after the student's program of study is completed or after a fixed number of years (whichever comes first); and
- several options for the student to choose from regarding the repayment schedule, including an option to repay faster at any time without penalty.

ii) We recommend that the income-contingent loan repayment plan be delivered as a joint federal-provincial student assistance plan, administered through the tax system, but that, if the

federal government is not prepared to cooperate with Ontario in this task, the provincial government should take whatever steps are necessary to implement an ICLRIP on its own. In this latter case, we would urge the federal government to provide appropriate assistance and support to this effort, including administering the tax aspects of the plan under the Federal-Provincial Tax Collection Agreements and, if necessary, providing full compensation to Ontario to allow it to withdraw from the Canada Student Loans Plan and offer an integrated ICLRIP option to Ontario students.

iii) We recommend that, in place of the current approach on loan forgiveness under OSAP which creates uncertainties for students, a program of needs-based grants be introduced. Grants would be provided only to students in publicly assisted colleges and universities.

iv) We recommend that the Ministry investigate the causes for high rates of default on student loans. It should explore the use of penalties that would make postsecondary institutions with unusually high rates of default more responsible for the loss, but that would not weaken access to postsecondary education.

v) We recommend that interest on money borrowed to pursue eligible postsecondary education programs should be deductible from income in calculating

income tax. It is a clear principle of income taxation that interest paid on money borrowed to earn income should be tax deductible, and taking out a loan to make an investment in education is analogous to taking out a loan to make a business investment. This measure should be implemented by the Government of Canada, and we urge the Government of Ontario to indicate to the federal government that it supports such a change and is prepared to forego the provincial tax revenue involved.

vi) We recommend that the present Registered Education Savings Plans (RESP) be brought closer to Registered Retirement Savings Plans (RRSP) in order to encourage saving for postsecondary education. In particular, we urge that the federal government provide the same tax deductibility for RESP contributions that is available for RRSP contributions, and that it be possible to effect one-time transfers from RRSPs to RESPs within the total RESP limits. It should be possible to roll the accumulated Investment Income in RESPs that is not used for postsecondary education into a RRSP. The Government of Ontario should urge the Government of Canada to implement such a change soon. If the federal government is not prepared to proceed with this change, the provincial government should provide at least a partial tax credit for RESP contributions and the federal government should administer such a credit for the province.

8. We recommend that donations of assets be exempt from the capital gains tax. This change would benefit all charitable organizations.

9. We recommend that colleges explore more actively private and international training programs, and that the provincial government's coordinating and regulatory role be supportive. The terms of centralized collective agreements in the colleges should take into account the need for flexibility to develop these programs.

More broadly, there are growing opportunities for partnerships with private institutions in education and research programs. It is the responsibility of all colleges and universities to have guidelines that preserve the integrity of their institutions in such partnerships.

10. We recommend that government-defined catchment areas for colleges be abandoned. At the same time, colleges must continue to fulfill their obligations for education and training of their local or linguistic communities.

11. We recommend that the arrangement for credit transfer and cooperative college-university programming, as well as for shared services and facilities, should develop further with government encouragement rather than with government direction. This advisory body we propose in this report should be responsible for stimulating and monitoring the evolving linkages.

12. i) We recommend that an Ontario College Diploma (OCD)

FRANK SOROCHINSKY



Last spring and summer I met with staff in college faculties and departments to outline and discuss a strategic direction for George Brown College.

Our strategic direction will be driven by the academic programs and services we offer and will focus on program offerings for which we have demonstrated excellence and for which there is growth potential.

George Brown College will lead in providing innovative, applied education and training programs for adults seeking to enhance their employability in the short and long term. Program emphasis will be in the broad sectors of hospitality/tourism, health and community services and in specific areas of business, technology and the arts. All programs will be supported by high-quality educators and trainers, and reflect the educational and training needs of a large, urban centre.

Following staff meetings and other discussions with various groups and individuals across the college, senior management developed a Strategic Direction Framework that will:

- Incorporate strategic objectives and align them with the college's strategic direction.
- Begin the process of developing a common language of simple, concrete terms and descriptors for use when articulating our strategic direction.
- Make a significant amount of information understandable.
- Focus and clarify ways in which various initiatives around the college can serve to support the strategic direction

The Strategic Direction Framework includes five key strategic objectives:

1. Ensure program excellence.
2. Communicate and build college-wide commitment to/accountability for the strategic direction.
3. Generate sufficient revenue from existing and new sources to support the strategic direction; in particular, increase the college's fundraising capacity.
4. Ensure the staff team has the skills, abilities and resources to implement the strategic direction.
5. Increase external awareness of/support for George Brown College.

Each of these five key objectives is linked to numerous supporting objectives, which will be outlined in a Strategic Direction brochure to be distributed to all staff by deans and directors this month.

Each dean and director, in consultation with faculty and departmental staff, will be using the Strategic Direction Framework to develop or reaffirm their faculty and departmental objectives, and to explore opportunities for cooperation and synergy with other areas of the college. The Framework provides the opportunity for each of us to play a key role in support of the college's strategic direction. I urge you to get involved where you can best serve your needs and those of the college.

The Strategic Direction Framework will serve as a reference point by which we will measure our collective performance, and it will be an important measure of success. Its contents will not, however, remain static and will be modified to reflect new information and opportunities as they present themselves.

I believe this approach provides George Brown with the focus and direction required to build on our past accomplishments and position us well for the future. With the commitment and creativity of all college staff, we can bring the strategic direction to life. Our students, staff and the communities we serve will all benefit. Here's to an exciting 1997!

Frank Sorochofsky is president of George Brown College.

Call or listen for college storm closing information

Here's how to find out if classes are cancelled at George Brown or if the college is completely closed because of bad weather or other emergencies:

LISTEN TO THE RADIO: Tune in to CBC-AM 740, CHUM-FM, MIX 99.9, CFRB 1010, CHFI-FM, 680 NEWS, CFNY, Q107. George Brown will let these stations know if it is closed or classes are cancelled.

CALL THE COLLEGE: Call (416) 415-2000 (or long distance 1-800-265-2002) from a touch-tone phone and enter mailbox 3905 when prompted. A message about closings or cancellations will be updated as needed by 6 a.m. for day classes and 3 p.m. for evening classes. If you don't have a touch-tone phone call the college and speak with an operator.

Official-Languages Monitor Program

Do you want to help teach English or French on a part-time or full-time basis?

You can apply under the Official-Languages Monitor Program to be an English or French-language monitor during the 1997-98 academic year.

If your first language is English, you will help an English as a second language teacher in a school, college, or university usually outside your home province. You will help francophone students learn more about the English language and culture. If your first language is French, you will help a French as a second language teacher or work with a teacher in a French-language school, college, or university outside your home province. Some francophones will be assigned to institutions in their home province.

Part-Time Monitor

You will work between six and eight hours a week for eight months. You will earn \$3,500. You may also receive a travel allowance for one return trip between your home and host province.

To be eligible, you must be a Canadian citizen or permanent resident and you must have completed at least one year of post secondary studies by June 1997, or you must have your Diplôme d'études collégiales in Quebec.

You must be a full-time student for the duration of your monitorship.

Full-Time Monitor

You will work 25 hours per week for nine months. You will earn \$11,400 and receive a commuting allowance of up to \$950. You may also receive a travel allowance for two return trips between your home and host province as well as a moving allowance of at least \$300.

To be eligible, you must be a Canadian citizen or permanent resident and have been registered as a full-time student for at least one semester within the last two years. Priority will be given to eligible candidates who have completed two years of post secondary studies or, if you are in Quebec, to candidates who have completed one year of university by June 1997.

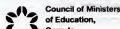
Apply Now!

Go to the career/placement office of your institution to obtain an application package. Send your completed application form to your nearest career/placement centre by February 15, 1997. Incomplete or late applications will not be considered.

You can also write to:

Provincial Co-ordinator,
Official-Languages Monitor Program
Curriculum Learning and Teaching Branch
16th Floor, Mowat Block, Queen's Park
Toronto, ON M7A 1L2

The Official-Languages Monitor Program is funded by the federal Department of Canadian Heritage and administered by the Ontario Ministry of Education and Training in conjunction with the Council of Ministers of Education, Canada.



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★ ★ ★ GEORGE BROWN'S STAFF STARS HONOURED ★ ★ ★



STAFF STARS SHINE - George Brown's "stars" came out Dec. 11 to pick up accolades from the Board of Governors at a dinner held in Siegfried's Dining Room. There were 33 winners, nominated by their George Brown colleagues, who best embodied service, dedication, excellence, innovation and adaptation to change — making George Brown a better place to work and

study. Here they are: (left to right, front row) Eva Lum, Anne Engelsen*, Hercilia Medeiros, Yashin Wali, Carolyn Grayston, Stephen Burr. Left to right, second row: Nora Kiang*, Sandra Fishleigh, Fatima Gatta*, Al Kurtz*, Helen Brown, Surinder Kumar* and Joe Alfonso. Third row, left to right: Susan Cabanting*, Denise Pontone*, Jane Dietrich*, Rachele Maciel*,

Melissa Okone* and Patricia Sturino. Back row, left to right: Mike Vakisalis, Kathy Kendall*, Robert Rocca, Suzanne Kavanaugh, Nola Todd*, Brian Schlotzhauer*, Dave Fleming, Catherine Rath and Ron Hatton. Missing from the photo are Shelly Yew Woon*, Sheldon Reinsiber, Fiona MacPherson* and Alex Barbieri*. (*Nominated as part of the convocation team.)

NEWS SHORTS

JORDANIAN INSTRUCTORS TO TRAIN AT GEORGE BROWN

George Brown will train six teachers from Jordan in six areas over the coming weeks as part of a program to improve vocational education in that middle Eastern country. The "lead instructors" will study curriculum development, teaching techniques, fashion design and production, hairdressing and cosmetics, electronics, and food and beverage management at George Brown. In addition, two other Jordanian teachers will study at Centennial College and six will study at the Southern Alberta Institute of Technology in Calgary. The training is part of the Canada/Jordan Economic Development Technical Skills project that is being funded by the Association of Canadian Community Colleges. George Brown Faculty of Technology teacher Shon Sorensen has been selected as team leader for the project and will supervise training at the three colleges.

BURSARY FUND ESTABLISHED FOR ST. JAMES CAMPUS EMPLOYEE

A bursary fund has been established in the memory of Michael Silvestri, who died in late October, 1996 after a long illness. Silvestri, who joined George Brown in 1989, was an assistant to the St. James campus manager, helping staff and students. "One of the college's friendly faces, Michael was always willing to help you solve a problem or direct you to a solution," says staff member Lisa Trudel, who was one of Silvestri's many friends at George Brown. The Michael Silvestri Student Bursary Fund will provide annual financial assistance to qualified business students. To make a donation or get information about the fund please contact Kathy Kendall in the Student Affairs Department at 415-2640.

No college funding cut in 97/98 - province

Ontario won't cut college funding next year.

After steadily decreasing college grants for the past few years, the province has decided that funding will remain at this year's level for the 1997/98 financial year.

That's good news for Ontario colleges, including George Brown, as many staff had expected a funding cut for the coming year, which starts on April 1, 1997.

Provincial funding makes up about 45 per cent of George Brown's annual revenue of about \$93 million.

In a voice message to staff, president Frank Sorochinsky said the Dec. 20 announcement by Minister of Education and Training John Snoblen was good news, but details of George Brown's share of funding and of tuition fee levels are needed

before the final impact is known.

Funding for individual colleges is based on their student enrolment averaged over three years in relation to enrolment levels at all Ontario colleges.

"There remain several challenging revenue and expense factors to deal with," Sorochinsky said.

Ministry announcements on funding and tuition are expected later in January, he said.

Snoblen's announcement followed the release of a government-commissioned report on the future of post-secondary education that recommended higher funding levels for Ontario colleges and universities. (See story on page one for a list of recommendations.)

Sorochinsky said in his message that apparently the government had appreciated the arguments for more funding from

colleges and universities.

The rest of George Brown's revenue comes from a variety of sources including the federal government, other specific provincial grants, tuition fees, contract training, bookstores and cafeterias.

United Way goal reached

Thanks in part to submarines and volleyballs, George Brown's United Way campaign met its target.

In addition to staff contributions, which make up most of the donations, Versa Foods made a contribution based on the number of inches of submarine sandwiches sold, and a staff volleyball tournament in December raised several hundred dollars in pledges to help the campaign reach its goal.



Another reward
of higher
education...

Get \$750 towards the purchase or lease of any new GM vehicle.



JANUARY EVENTS



CASINO ON CAMPUS - Hospitality teacher Nelson Reynolds (centre) with students Nikki Tait (left) and Stuart Krestell sharpen their croupier skills for the Valentines Day Casino Night that will be held in the Hospitality Centre, 300 Adelaide St. E. on Feb. 14. In addition to casino games there will be a silent auction and refreshments. Tickets are \$25. The event is sponsored by the Junior Esso/for Society chapter at George Brown and proceeds will go to student bursaries. For more information call 415-2244 or 415-2239.

To Jan. 10 - All full-time student registration at St. James Campus, including elective choices, will be located in 200 King St. E. Room 291. Open from 9 a.m. to 4 p.m. Continuing education registration will take place at the Registration Centre in the lobby.

Jan. 8 and 10 - Casa Loma student elective registration will take place in the Boardroom at 500 MacPherson for these two days only. All other registration activity takes place at the Registration Centre on the third floor of 160 Kendal Ave.

Jan. 13 - Staff seminars: Windows Introduction, Basic Knowledge of Windows start today. For more information call Marg Whittleton in the Staff Resource Centre at 415-4663.

Jan. 15 - Intersvarsity basketball: George Brown versus Humber College. Women play at 6 p.m., men play at 8 p.m. St. James gym.

Jan. 16 - Intersvarsity volleyball: George Brown's women's team versus Sheridan College. 8 p.m. Casa Loma gym.

Jan. 17 - Last day for post-secondary students to withdraw from a program with a full refund (less an administrative charge).

- Basketball: George Brown versus Alumni. Women play at 6 p.m., men play at 8 p.m. St. James gym.

Jan. 18 - Women's high school basketball tournament, 9 a.m. to

8 p.m. St. James gym.

Jan. 22 - Staff seminars: Introduction to Microsoft Excel, Microsoft PowerPoint start today. For more information call Marg Whittleton in the Staff Resource Centre at 415-4663.

- Student Association general meeting to consider changes to the bylaws of the association. 5 p.m. St. James Student Lounge. Information sessions about the bylaw changes will be held all campuses between Jan. 7 and 15. For details call 415-2455.

Ontario panel

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be developed as a unique designation, backed by a review process on standards, and allowing for modifications to the credential to recognize particular specializations and accomplishments. The continued development of standards should be treated as an urgent matter. At this time, the OCD should be confined to Ontario's Colleges of Applied Arts and Technology and to programs of these colleges that meet the established standards. We would not rule out the possibility that at a future date a private vocational school or career college might satisfy the standards for an OCD and be given authority to use this designation.

ii) We recommend that the awarding of secular degrees should continue to be a responsibility of universities at this time. It should be possible, however, for a college to transform to polytechnic degree-granting status and from there to a university.

13. We recommend the establishment of an advisory body to provide sustained, arms-length analysis of postsecondary education to help assure governments, students, private organizations and other groups that critical assessments, independent reviews and advice are an ongoing feature of Ontario's postsecondary system. It should be able to probe more deeply than the Panel has had time to do - and on a continuing basis - issues related to both colleges and universities. The body should be responsible for improving the publicly available information on postsecondary education and research. One of its responsibilities should be a regular report on the comparative strengths and weaknesses of Ontario's system relative to those in other jurisdictions. Another responsibility should be to monitor, assess and report upon the adequacy of quality assurance and

accountability processes for both colleges and universities.

14. We recommend that, in order for colleges and universities to meet expected enrollment increases, the government should encourage institutional initiatives and arrangements for expanding the geographic reach of programs and for using existing physical facilities more intensively, and should not plan at this time the construction of a new college or university.

15. We recommend the establishment of a special matching trust fund for faculty renewal. For universities, the program should focus on special funding or endowments for hiring and retaining outstanding junior and senior scholars in areas of strength identified by governing boards. For colleges, the program should support academic development of existing faculty.

16. We recommend that governing boards of colleges and universities ensure that a high proportion of compensation increases is awarded in recognition of excellence in teaching and, in the case of universities, of research performance, and that, without becoming involved in individual cases, governing boards ensure that appropriate processes are in place to assess and reward performance.

17. We recommend that, with regard to the terms of academic appointments, governing boards must fulfill their responsibility for ensuring that processes are in place for the effective evaluation of performance in teaching and, in the case of universities, in research, and that processes are in place to respond appropriately to the results of such evaluation, including corrective measures where performance is less than satisfactory.

18. We recommend that

Ontario's policy precluding the establishment of new, privately-financed universities be amended to permit, under strict conditions, the establishment of privately-financed, not-for-profit universities with the authority to grant degrees with a secular name. Strict conditions and standards must apply to institutional mission and governance structures; institutional and academic quality, as determined by nationally or internationally recognized peer review; financial responsibility; and protection of students in the event of institutional failure. These conditions and standards should be developed by the advisory body on postsecondary education recommended in this report.

CITY COLLEGE NEWS

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Editor: Neil McGillivray

George Brown College
St. James Campus
200 King St. E., Room 542E
Mailing address: P.O. Box 1015
Station B, Toronto, M5T 2T9
Phone (416) 415-2060
Fax (416) 415-2303

e-mail: nmcgill@brown.on.ca

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George Brown



The City College

The Training Information Centres in conjunction with Human Resources Development Canada present:

CAREER SUMMIT '97

Investigate Training and Employment opportunities at this FREE FAIR.
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Thursday, January 9, 1997

11:00 a.m. - 7:00 p.m.

Holiday Inn on King (370 King St. W.)

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For more information about the fair, or to pick up your free tickets for the Guest Speakers please visit one of these locations:

Training Information Centre
21 St. Clair Ave. E., #604
Toronto

Training Information Centre
5333 Dundas St. W #101
Etobicoke

AUDITIONS



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We're looking for trained singers, dancers, gymnasts/acrobats, character mime, instrumentalists and costume characters.
We're also interviewing for the following technical positions: Sound Board Operator, Video, Master Electrician, Show Spot, Flynn, Rigger, Floor Crew, Costumer, Dresser, Concert & Special Events.
Stage Managers with musical, stage and/or street theatre experience are asked to fax resumes and references to (905) 832-7459.

Toronto, Ontario
Thursday, January 30, 1997
Friday, January 31, 1997
University of Toronto
St. Vladimir's Institute
620 Spadina Avenue
12:00 pm - 3:00 pm Technicians, Characters, Escorts
12:00 pm - Singers, Actors, Instrumentalists, Character Mimes
2:30 pm - Dancers, Gymnasts/Acrobats

Paramount Canada's Wonderland
Vaughan, Ontario
Saturday, February 1, 1997
Sunday, February 2, 1997
The Paramount Theatre
12:00 pm - 3:00 pm Technicians, Characters, Escorts
12:00 pm - Singers, Actors, Instrumentalists, Character Mimes
2:30 pm - Dancers, Gymnasts/Acrobats

For more information call
Paramount Canada's Wonderland
Entertainment Department
Hotline: (905) 832-7454

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